

Decorum in Eucharistic Celebration

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ABSTRACT

Eucharistic celebration is one of the most important sacred events for every Catholic. However, due to influences of modern culture and tradition, many Catholics do not observe proper decorum when attending the mass. Hence, the researcher aimed to promote decorum in Eucharistic celebration in the form of infographic video, infographic poste and local mobile application. With those multimedia materials produced, the researcher also aimed to determine the assessment of target audiences in terms of attractiveness, comprehensibility, acceptability, self-involvement and persuasion. Overall assessment shows that the infographic video, infographic poster, and local mobile application, as well as the Facebook page, as the marketing material, were all rated as outstanding of the targeted audiences. With the given results, the researcher recommends that the multimedia materials can be beneficial and can be used by the Roman Catholics, parish priests, ministry leaders, churches, students and future researchers. Recommendations were also given for the enhancements of the said materials.

Keywords: decorum, Eucharistic celebration, infographic poster, infographic video, local mobile application

INTRODUCTION

Attending mass is a tradition and sacred to Filipino Catholics including families, couples, and younger generations (Basea, 2014). Everyone is present, but as the years moved by, the traditions have changed. In these times, Filipino Catholics are like fashionista (timbang porma) in attending mass. He added that in celebrating the Holy Mass, attendees must be properly dressed. Fancy couples are scattered in the dimmest sections of the church (timbang landi or timbang date) even if the Holy Mass is a place of respect and solemnity. Faithfulness means attendees must be obliged to act properly and decently. As other people are being esteemed, Jesus Christ has to be respected, the right meaning of attending the Holy mass.

According to a book entitled, *Preparing the Assembly to Celebrate* by Wanner (1997), full, conscious, active participation means going to church in the word and sacrament; the community of the church participates in the background renewed from generation to generation. All faithful of the Church should be a part in the celebration, not because faithful are told to do something, and not answering automatically to the prayers and following the gestures and posture of the mass, but being fully aware of what faithful of the church are doing. Furthermore, the study of Rev. Folsom, OSB, entitled *Sacred Signs and Active*, active participation in the Mass (1998) means interior and exterior participation. Internal participation means that the mind and heart of Catholics are awake, alert, and engaged. External participation means saying things and doing things; it deals with the bodily gestures and signs during mass. It is the participation of the soul and the body in the liturgical prayer.

The researcher, being one of the Knights of the Altar (sakristan), noticed and observed during service in mass that Catholics attending the Eucharistic celebration in the parish are not respectful and do not give active participation throughout the end of the celebration. Some Catholics use phones, eat, often late in arriving, often early in leaving, and do not observe silence. Thus, the researcher as a multimedia artist, aimed to provide visual materials that will be posted inside the church and played before the Eucharistic celebration to address these pressing needs.

This study emphasizes on the decorum that should be observed during the Holy Mass in the form of the following medium: infographic video, infographic poster and local mobile application.

Review of literature

Eucharistic celebration

The Eucharist is the sacrament that makes present in the liturgical celebration of the Church. Jesus Christ's body, blood, social divinity, and sacrifice are in the fullest of the mystery of Jesus passion, death and resurrection. The Eucharist is not an ordinary thing in place during the Holy mass but it is active where Christ becomes present with the doctrine of undying love. The Eucharist invites Catholics to accept the salvation that offers to receive the gift of Body and Blood. Entering the communion in the Holy mass is being with God and being with the members of the Church.

The importance of the Holy Eucharist in life of the parish church and parishioners, according to Mccrow (2009), is that the intention of Christ is to present the Body and Blood that makes Jesus exists in front of the mass. The mass strengthens the deep spiritual bonds of the Baptism that unites all parishioners together. The mass is the relation experience of the community that is united and but incredibly diverse. The Mass provides all parishioners with regular instruction and inspiration concerning discipleship. The personal encounter with Christ, the heart of the Church that changes lives, gives significance and hope. Active participation in the power and grace of the Holy Eucharist.

Review of related project

A YouTube video entitled *Catholic Know-How Series – Church Etiquette* by Sancta Familia Media (2017), shows the proper behavior when attending the church. Shown in the video are about the use of phone; eating; attire; postures; and other things that should be observed when attending the church.

Another YouTube video entitled *Mass Etiquette Educational Tool* by PPECIC (2016), presents the Holy mass etiquette and its importance by the use of still images; it briefly discusses the 'what' to wear and manners such as turning of phones, blessing with the holy water as a sign of baptism, genuflection before entering the pew, bow and say Amen. Furthermore, it discusses the improper manners in attending the Eucharistic celebration.

Moreover, a YouTube video entitled, *Going to Mass: A Practical Guide* by Immaculate Conception Catholic Church of Dardenne (2011) presented an animation video that runs for 1:43; it plainly demonstrates the decorum in the Holy mass.

A poster from a website by Mary Mother of Foundation (n.d) shows a decorum checklist guide for churchgoers. The posters contain decorum such as the improper clothing for women and how to dress modestly, the use of mobile phones, refrain from making noise, evade from being a distraction to others, and converse with the Lord in the Blessed Sacrament.

A YouTube video entitled, *Catholic Etiquette for Beginners - Mass from A Catholics Mom's Life* (2018), it is a personal vlog that is intended for Catholics. Non Catholics and Catholics who want to go back to faith. The video describes the parts of the mass, how it is important for churchgoers to participate in the Eucharistic celebration.

According to a video entitled, *Proper Mass Etiquette* by Sleipnes et al. (2016), a short audio visual presentation that runs for 2:20 minutes, during the mass one must: (1) pay attention to the mass, (2) participate during mass (3) stand up when everyone else does, and (4) sit up straight to the mass. The things that must be avoided during mass are: (1) Do not eat during mass, (2) Do not talk during the mass, (3) Do not use phones during mass, and (4) Do not chew gum.

Conceptual framework

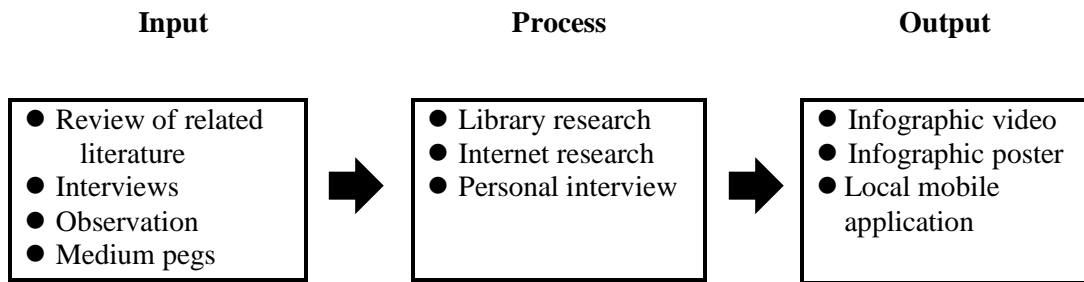


Figure 1. Research framework of the study

The figure above shows the research framework of the study. The inputs of the study include review of related literatures from websites, articles, handouts and books from the Internet. The process of the study consists of library research and personal interviews with priests. The output will be the following medium: infographic video will be a simple minimalist 2D animation that will run for 3-5 minutes, infographic poster contains the appropriate attire in attending the Eucharistic celebration that will be posted in every entrance in the church. The local mobile application will be a static page that contains the still visuals of the AVP to advocate the researcher's study.

Objectives of the project

This study aimed to promote decorum in Eucharistic Celebration. Specifically, this study aims to achieve the following:

1. to present proper decorum in Eucharistic celebration
2. to provide useful information while attending Eucharistic celebration
3. to promote decorum in Eucharistic celebration in the form of:
 - a) infographic video
 - b) infographic poster
 - c) local mobile application
4. to determine the assessment of target audiences on multimedia and marketing materials in terms of:
 - a) attractiveness
 - b) comprehensibility
 - c) acceptability
 - d) self-involvement
 - e) persuasion

METHODOLOGY

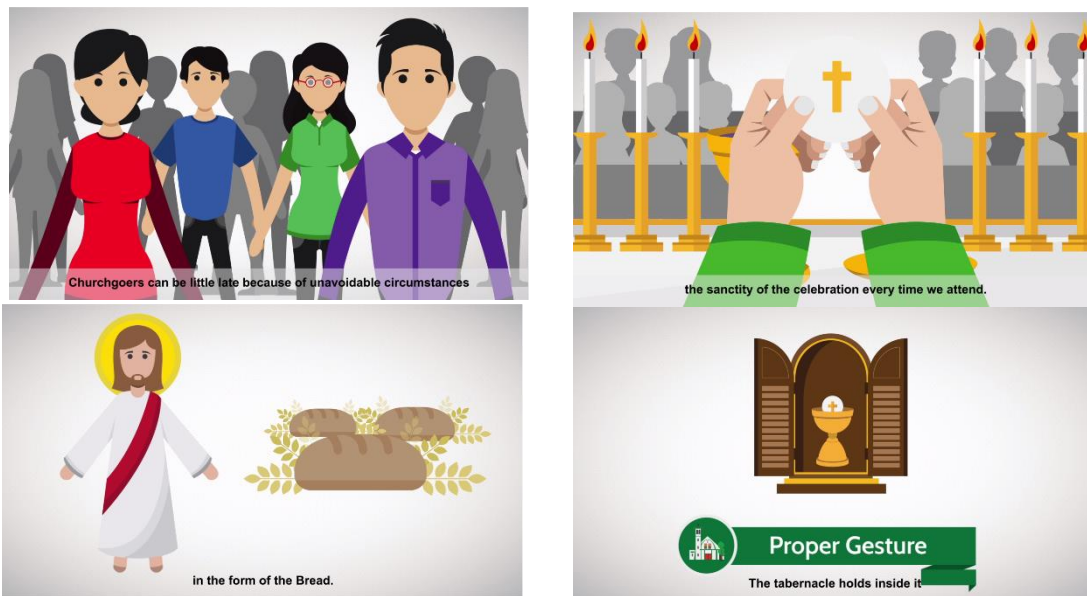
The study of the researcher followed a step-by-step procedure to come up with the final outputs. First, the researcher gathered information from the Internet, articles, handouts (from websites), gathered information of medium pegs, observed during Sunday, and went to St. Agustin Parish Church library in Intramuros, Manila to get books that will help the project output. Second, the researcher went to St. Joseph the Worker Parish Church (SJWP) to give a formal letter to the office. Then, the researcher conducted a personal interview to a priest to get information that will be valuable to the project output. Then, the researcher produced the outputs coming from the review of related literature and studies, medium pegs online, personal interviews, and observation. The outputs include infographic video (AVP), infographic poster, and mobile application. Finally, the researcher conducted a survey among the target audience to

determine their assessment on the multimedia and marketing materials. Results of the survey became basis to further improve the outputs.

RESULTS AND DISCUSSION

Proper decorum in Eucharistic celebration was shown in the outputs: infographic video, infographic poster and local mobile application. The said materials provide useful information while attending Eucharistic celebration which includes proper dress code and behavior. Contents were based on the review of related literature and project and personal interview to a priest.

Screenshots of outputs are shown below:



Available at <https://www.facebook.com/SJWPMassMediaMinistryCanlubang/videos/299032654034362/>

Figure 2. Screenshots of the infographic video

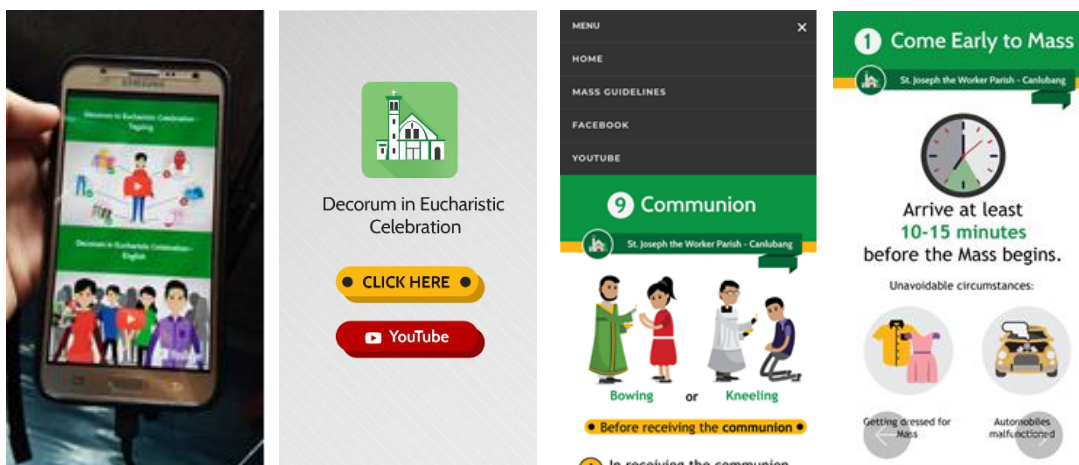


Figure 3. Screenshots of the local mobile application



Available at <https://www.facebook.com/SJWPMassMediaMinistryCanlubang/photos/>
Figure 4. Screenshots of infographic posters

To assess the effectiveness of the materials, the researcher surveyed a sample of target audience who are churchgoers. The following components of effectiveness were measured: attractiveness, comprehensibility, acceptability, self-involvement, and persuasion. Below are the results of the assessment:

Assessment of infographic video, infographic posters, mobile application, and Facebook page

Assessment of the infographic video reveals an overall weighted mean of 3.94, interpreted as *outstanding*. Overall, persuasion ranked first, followed by acceptability, comprehensibility, attractiveness and self-involvement.

According to Itkonen and Virtonen (2012), a well-conceptualized video that contains visual references to the contents tend to attract more viewers, thus, maximizing the reach and effectiveness of the material. Furthermore, proper utilization of elements in the video and visual effects justified the video as a whole. It is important that these factors be considered to avoid disruption of the viewers on comprehension and visual appearance of the infographic video (Itkonen & Virtonen, 2012). British Columbia Institute of Technology (2010), however, stated that an infographic video can be made useful and understandable in terms of viewership provided that the material is well-conceptualized and well-designed. Through this, not only will the reach of the material get wider, but also its purpose is effectively exhibited. The presence of audio, in addition to visual information, may convey some strong sense of comprehension for viewers in which they understand the real context of the material with all its details (Saranie et al., 2014).

It can be noted that this material has effectively utilized its elements to be able to demonstrate its purpose among its audience. Furthermore, it has effectively involved its target audience into the process of complex level of understanding of the material. Lastly, every element of the infographic video illuminated its role in the church as an effective instrument to teach Catholics of the proper etiquettes before, during, and after the mass.

Table 1. Overall assessment of infographic video

Components	Weighted Mean	Verbal Interpretation	Ranking
Persuasion	4.00	Outstanding	1
Acceptability	3.97	Outstanding	2
Comprehensibility	3.93	Outstanding	3
Attractiveness	3.92	Outstanding	4
Self-involvement	3.90	Outstanding	5
Overall weighted mean	3.94	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

Overall assessment of the infographic posters obtained a weighted mean of 3.94, interpreted as *outstanding*. Acceptability, self-involvement and persuasion all were ranked first, followed by comprehensibility, and attractiveness.

To be able for a group of audience to accept a visual material such as a poster, the material should be more detailed than a speech but less than a paper, more interactive than a full length video (Woolfitt, 2015). Moreover, audiences are persuaded when the relationship of elements found in the poster depicts reality in some form and connects with the audience in their ‘sense of humanity’ (Wysocki & Lynch, 2012). In ensuring acceptability among the target audience, everything within the poster, including graphics and text, must relate to the main theme that the study is communicating (University of Liverpool, 2012). Miller (2007) mentioned that a poster should not only capture the audience because of its visual components, but also hold their attention enough for them to understand the content of the poster in a deeper intellectual and emotional level.

From the result, it can be implied that the poster is effective based on the assessment of the respondents because it may have an emotional appeal through its creative and informative elements. Not only did the posters effectively illustrate what needs to be followed in terms of proper dress code and behavior but it has also persuaded the respondents with an increase interest in the effects of the posters to their beliefs concerning Catholicism.

Table 2. Overall assessment of infographic posters

Components	Weighted Mean	Verbal Interpretation	Ranking
Acceptability	3.95	Outstanding	1.33
Self-involvement	3.95	Outstanding	1.33
Persuasion	3.95	Outstanding	1.33
Comprehensibility	3.92	Outstanding	2
Attractiveness	3.87	Outstanding	3
Overall weighted mean	3.93	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

Assessment of the local mobile application in terms of attractiveness shows that the overall weighted mean of the material is 3.86, interpreted as *outstanding*. Persuasion ranked first, followed by comprehensibility, acceptability, self-involvement and attractiveness.

The use of mobile application to expand the reach of an advocacy, the new technology has modified the people's behavior into a direction where they are even more aware and able understand the concept and grasp the needed information about the advocacy just by one click (Hotti & Mertikkala, 2018). Mobile application, with all its interactive visual components, provides an avenue to concentrated yet diverse group of people.

Furthermore, because of the growing force and an increasing number of mobile applications in terms of connectivity and creativity, advocates are more focused on acknowledging the people as effective and outspoken media channels when it comes to expanding the reach of a mobile application. Lastly, the first key to mobile application engagement is to be beneficial while being visual. This is called the appeal stage of the audience. Considering the visual aspect of a mobile application will not only increase the numbers in terms of viewership, but will also whole fully engage its audience with the main purpose of the application.

In connection with this, Woolfitt (2015) mentioned that mobile applications that dive into more detailed features are a crucial tool in integrating more complex messages that requires not only intellectual acceptance, but also emotional agreement from its supposed target viewers. Meaning, a mobile application can be an instrument in providing important messages and/or legacy that will not only be accepted intellectually, but may also help in sustaining emotional ties of an individual with its belief, be it in whatever aspect or field, that is given portrayal by the mobile application.

According to Stein and Verklas (2015), speed is a crucial aspect of advocacy campaigns, and mobile phones become a network for a rapid dissemination of messages to a group of supporters or the target population of an advocacy with specific call to action and for raising awareness. Meaning, utilization of mobile application provides an avenue for highly targeted audience to recruit a stronger network of support and delivering a 'call-to-action' summary with just one click.

Overall, the mobile application attained a 3.95 weighted mean, interpreted as *outstanding*. In other words, it has effectively made use of digital transformation in strengthening the meaning of the study's goals. Not only did the mobile application effectively demonstrate the goal of the paper, but the material was also able to utilize the digital channels available.

Table 3. Overall assessment of local mobile application

Components	Weighted Mean	Verbal Interpretation	Ranking
Persuasion	4.00	Outstanding	1
Comprehensibility	3.98	Outstanding	2
Acceptability	3.97	Outstanding	3
Self-involvement	3.93	Outstanding	4
Attractiveness	3.86	Outstanding	5
Overall weighted mean	3.95	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 - Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

Overall assessment of the marketing material which is a Facebook page obtained a weighted mean of 3.72, interpreted as *outstanding*. Attractiveness, ranked first with a weighted mean of 3.84, followed by acceptability with a weighted mean of 3.77, comprehensibility with a weighted mean of 3.73, self-involvement and persuasion which both obtained a weighted mean of 3.63. It can be noted that the marketing material is effective as it was interpreted as *outstanding*.

Table 4. Overall assessment of the Facebook page

Components	Weighted Mean	Verbal Interpretation	Ranking
Attractiveness	3.84	Outstanding	1
Acceptability	3.77	Outstanding	2
Comprehensibility	3.73	Outstanding	3
Self-involvement	3.63	Outstanding	4.5
Persuasion	3.63	Outstanding	4.5
Overall weighted mean	3.72	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

CONCLUSION AND RECOMMENDATION

The researcher was able to develop a campaign material in the form of an infographic video, infographic poster, and local mobile application.

The product testing for the infographic video shows that in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion, the video is rated *outstanding* and overall ranked second of the outputs.

The posters consisted of eleven posters showed still images of the decorum during the Holy mass: (1) Come Early to Mass, (2) Dress Code for Men (3) Dress Code for Women, (4) Mobile Phone, (5) Entering the Church, (6) Proper Gestures, (7) Be Quiet, (7) Eating, (8) Communion, (10) Stay until the Mass is over, and (11) Leave quietly. The product testing for the infographic poster shows that the posters are rated as *outstanding* in terms of attractiveness, comprehensibility, attraction, self-involvement, and persuasion. Overall, the output ranked third from the local mobile application and infographic video.

The local mobile application is a beneficial way of connecting to the target audiences of the campaign. The product testing for the local mobile application shows that in terms of attractiveness, comprehensibility, attraction, self-involvement and persuasion, the material is assessed as *outstanding* and ranked first among infographic video and posters.

Finally, the Facebook page, as the marketing material, was rated with an overall assessment of *outstanding*.

Recommendations

The researcher recommends the following:

To Roman Catholics. This project may serve as tool for churchgoers to know the guidelines in attending the celebration of the Holy Eucharist.

To the priests. This project may serve as a tool for them to present and provide proper decorum to churchgoers when attending the Eucharistic Celebration.

To ministry leaders. This project may serve, as material for ministry leaders of church for it can be a guide in informing Catholics in attending the Holy mass.

To the churches. This project may serve as a tool for them to provide the churchgoers who are not aware of the mass etiquette before, during, and after the celebration of the Holy Mass.

To students. The project is recommended to students such as aspiring multimedia arts practitioners, to refer and to improve through technical aspect of the project (i.e. video editing, lay outing, animation, etc.) in the liturgical content.

To future researchers. This project is recommended to the future researchers in the liturgical content who may use and develop the study through its technical aspect such as audio visual presentation, visuals, lay outing, animation etc.

Furthermore, the project testing results show that there are areas that can be improved. The researcher recommends to future researchers and aspiring multimedia practitioners that the project can be continued and improved in terms of the liturgical content for the Catholic church to present and promote to Catholics.

The product testing results showed that the infographic video assessment in terms of acceptability needs to be improved in visual appeal of the material and sound design of the video. In terms of comprehensibility, the video needs to be developed in terms of completeness of the information. In terms of acceptability, the infographic video can be improved in sound design. For self-involvement, the video can be improved by giving more suitability of the message.

The infographic posters shows that there are areas that can be improved in general, the researcher recommends the assessment in terms of attractiveness the poster must be improved in readability of text. Textual content specifically the font sizes and the graphics should be improved for the viewers. In terms of comprehensibility, the completeness of the information in the material must be improved as well; specific information of every poster is recommended. In terms of persuasion, the areas that needs to be improved is the convincing message of the posters.

The local mobile application can be improved in the following areas: (1) the user interface can be made user-friendly (2) electronic Bible verses for every Gospel reading can be added so churchgoers can read the word of the Lord, (3) the images that are viewed on the application can be improved by zooming in and out so mobile users can read the textual content and (4) the application can be made available offline so that Internet is not required. The researcher also recommends the use of appropriate spaces between words, in terms of comprehensibility, it can be improved by providing complete information in the mobile application, and sound design of video in the application can be improved for acceptability by mobile users. Furthermore, the application can be improved for the suitability of the message.

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